



Peter Cooke Option #1

Book: 4Q 2012 ESTIMATE

Proposal ID: 10067  
 Schedule Date: 10/09/2012 - 11/05/2012  
 Spot Length(s): :30  
 Author: Craig Lewis

Acct. Exec: Craig Lewis  
 Phone #: 801-575-5809  
 Email: clewis@ksl.com

Flight Dates: 10/09/2012-11/05/2012

| Program Time            | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Wk s | Rate Spots |
|-------------------------|---------------|------|-------|-------|-------|------|--------------|------------|------|------------|
| KSL                     |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News Today 1 (5a) | :30           | --   | 2     | 2     | --    | --   | p0.5         | p0.6       | 2    | \$40.00    |
| GRPs/Impressions        |               |      |       |       |       |      | 2.0          | 2.4        |      | 4          |
| SHR                     |               |      |       |       |       |      | 11.3         | 4.3        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$80.00      | \$66.67    |      |            |
| Mo-Fr 5:00a-6:00a       |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News Today 1 (5a) | :30           | --   | --    | --    | 2     | 2    | p0.5         | p0.6       | 2    | \$10.00    |
| GRPs/Impressions        |               |      |       |       |       |      | 2.0          | 2.4        |      | 4          |
| SHR                     |               |      |       |       |       |      | 11.3         | 4.3        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$20.00      | \$16.67    |      |            |
| Mo-Fr 5:00a-6:00a       |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News Today 2 (6a) | :30           | --   | --    | --    | 2     | 1    | p1.4         | p2.4       | 2    | \$200.00   |
| GRPs/Impressions        |               |      |       |       |       |      | 4.2          | 7.2        |      | 3          |
| SHR                     |               |      |       |       |       |      | 17.4         | 10.8       |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$142.86     | \$83.33    |      |            |
| Mo-Fr 6:00a-7:00a       |               |      |       |       |       |      |              |            |      |            |
| Today Show 2            | :30           | 2    | 2     | 2     | --    | 1    | p0.8         | p1.6       | 4    | \$165.00   |
| GRPs/Impressions        |               |      |       |       |       |      | 5.6          | 11.2       |      | 7          |
| SHR                     |               |      |       |       |       |      | 8.4          | 5.5        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$206.25     | \$103.13   |      |            |
| Mo-Fr 9:00a-10:00a      |               |      |       |       |       |      |              |            |      |            |
| Today Show 2            | :30           | --   | --    | --    | 2     | --   | p0.8         | p1.6       | 1    | \$100.00   |
| GRPs/Impressions        |               |      |       |       |       |      | 1.6          | 3.2        |      | 2          |
| SHR                     |               |      |       |       |       |      | 8.4          | 5.5        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$125.00     | \$62.50    |      |            |
| Mo-Fr 9:00a-10:00a      |               |      |       |       |       |      |              |            |      |            |
| Rachael Ray             | :30           | --   | 2     | --    | 2     | 1    | p1.1         | p2.2       | 3    | \$140.00   |
| GRPs/Impressions        |               |      |       |       |       |      | 5.5          | 11.0       |      | 5          |
| SHR                     |               |      |       |       |       |      | 14.3         | 8.0        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$127.27     | \$63.64    |      |            |
| Mo-Fr 10:00a-11:00a     |               |      |       |       |       |      |              |            |      |            |
| Rachael Ray             | :30           | --   | --    | 3     | --    | --   | p1.1         | p2.2       | 1    | \$55.00    |
| GRPs/Impressions        |               |      |       |       |       |      | 3.3          | 6.6        |      | 3          |
| SHR                     |               |      |       |       |       |      | 14.3         | 8.0        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$50.00      | \$25.00    |      |            |
| Mo-Fr 10:00a-11:00a     |               |      |       |       |       |      |              |            |      |            |
| Studio 5                | :30           | --   | 2     | --    | --    | 1    | p0.8         | p1.8       | 2    | \$130.00   |
| GRPs/Impressions        |               |      |       |       |       |      | 2.4          | 5.4        |      | 3          |
| SHR                     |               |      |       |       |       |      | 9.4          | 6.6        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$162.50     | \$72.22    |      |            |
| Mo-Fr 11:00a-12:00p     |               |      |       |       |       |      |              |            |      |            |
| Studio 5                | :30           | --   | --    | 3     | 3     | --   | p0.8         | p1.8       | 2    | \$55.00    |
| GRPs/Impressions        |               |      |       |       |       |      | 4.8          | 10.8       |      | 6          |
| SHR                     |               |      |       |       |       |      | 9.4          | 6.6        |      |            |
| CPP/CPM                 |               |      |       |       |       |      | \$68.75      | \$30.56    |      |            |
| Mo-Fr 11:00a-12:00p     |               |      |       |       |       |      |              |            |      |            |

Note: Asterisk (\*) indicates manual adjustment of estimate.

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 Author: Craig Lewis

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Flight Dates: 10/09/2012-11/05/2012

| Program Time       | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Weeks | Rate Spots |
|--------------------|---------------|------|-------|-------|-------|------|--------------|------------|-------|------------|
| KSL                |               |      |       |       |       |      |              |            |       |            |
| KSL 5 News @ Noon  | :30           | --   | 2     | 2     | --    | --   | p1.3         | p2.7       | 2     | \$160.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 5.2          | 10.8       |       | 4          |
| SHR                |               |      |       |       |       |      | 14.1         | 9.5        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$123.08     | \$59.26    |       |            |
| Mo-Fr 12:00p-1:00p |               |      |       |       |       |      |              |            |       |            |
| KSL 5 News @ Noon  | :30           | --   | --    | --    | 2     | --   | p1.3         | p2.7       | 1     | \$100.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 2.6          | 5.4        |       | 2          |
| SHR                |               |      |       |       |       |      | 14.1         | 9.5        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$76.92      | \$37.04    |       |            |
| Mo-Fr 12:00p-1:00p |               |      |       |       |       |      |              |            |       |            |
| Today Show 3       | :30           | --   | 2     | 2     | 2     | 2    | p0.7         | p1.5       | 4     | \$55.00    |
| GRPs/Impressions   |               |      |       |       |       |      | 5.6          | 12.0       |       | 8          |
| SHR                |               |      |       |       |       |      | 7.6          | 5.4        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$78.57      | \$36.67    |       |            |
| Mo-Fr 1:00p-2:00p  |               |      |       |       |       |      |              |            |       |            |
| Days of Our Lives  | :30           | --   | 1     | 1     | 1     | --   | p0.9         | p2.2       | 3     | \$125.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 2.7          | 6.6        |       | 3          |
| SHR                |               |      |       |       |       |      | 8.5          | 6.8        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$138.89     | \$56.82    |       |            |
| Mo-Fr 2:00p-3:00p  |               |      |       |       |       |      |              |            |       |            |
| Dr. Phil           | :30           | --   | 2     | --    | --    | --   | p1.5         | p2.9       | 1     | \$115.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 3.0          | 5.8        |       | 2          |
| SHR                |               |      |       |       |       |      | 12.1         | 8.1        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$76.67      | \$39.66    |       |            |
| Mo-Fr 3:00p-4:00p  |               |      |       |       |       |      |              |            |       |            |
| Dr. Phil           | :30           | --   | --    | 3     | 3     | 1    | p1.5         | p2.9       | 3     | \$50.00    |
| GRPs/Impressions   |               |      |       |       |       |      | 10.5         | 20.3       |       | 7          |
| SHR                |               |      |       |       |       |      | 12.1         | 8.1        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$33.33      | \$17.24    |       |            |
| Mo-Fr 3:00p-4:00p  |               |      |       |       |       |      |              |            |       |            |
| Katie Couric       | :30           | --   | 2     | 2     | 2     | --   | p1.8         | p3.3       | 3     | \$140.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 10.8         | 19.8       |       | 6          |
| SHR                |               |      |       |       |       |      | 12.9         | 8.5        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$77.78      | \$42.42    |       |            |
| Mo-Fr 4:00p-5:00p  |               |      |       |       |       |      |              |            |       |            |
| KSL 5 News 5p      | :30           | --   | --    | 1     | --    | 1    | p2.4         | p4.0       | 2     | \$775.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 4.8          | 8.0        |       | 2          |
| SHR                |               |      |       |       |       |      | 13.7         | 9.5        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$322.92     | \$193.75   |       |            |
| Mo-Fr 5:00p-5:30p  |               |      |       |       |       |      |              |            |       |            |
| KSL 5 News 5p      | :30           | --   | --    | --    | 1     | --   | p2.4         | p4.0       | 1     | \$375.00   |
| GRPs/Impressions   |               |      |       |       |       |      | 2.4          | 4.0        |       | 1          |
| SHR                |               |      |       |       |       |      | 13.7         | 9.5        |       |            |
| CPP/CPM            |               |      |       |       |       |      | \$156.25     | \$93.75    |       |            |
| Mo-Fr 5:00p-5:30p  |               |      |       |       |       |      |              |            |       |            |

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Flight Dates: 10/09/2012-11/05/2012

| Program Time           | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Wk s | Rate Spots |
|------------------------|---------------|------|-------|-------|-------|------|--------------|------------|------|------------|
| KSL                    |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 6p          | :30           | --   | --    | 1     | 1     | --   | p2.8         | p4.5       | 2    | \$950.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 5.6          | 9.0        |      | 2          |
| SHR                    |               |      |       |       |       |      | 11.3         | 9.4        |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$339.29     | \$211.11   |      |            |
| Mo-Fr 6:00p-6:30p      |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 6p          | :30           | --   | --    | --    | --    | 1    | p2.8         | p4.5       | 1    | \$450.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 2.8          | 4.5        |      | 1          |
| SHR                    |               |      |       |       |       |      | 11.3         | 9.4        |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$160.71     | \$100.00   |      |            |
| Mo-Fr 6:00p-6:30p      |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 10p MF      | :30           | --   | --    | 1     | --    | --   | p5.9         | p7.9       | 1    | \$2,700.00 |
| GRPs/Impressions       |               |      |       |       |       |      | 5.9          | 7.9        |      | 1          |
| SHR                    |               |      |       |       |       |      | 17.3         | 14.9       |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$457.63     | \$341.77   |      |            |
| Mo-Fr 10:00p-10:35p    |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 10p MF      | :30           | --   | --    | --    | 2     | 1    | p5.9         | p7.9       | 2    | \$1,750.00 |
| GRPs/Impressions       |               |      |       |       |       |      | 17.7         | 23.7       |      | 3          |
| SHR                    |               |      |       |       |       |      | 17.3         | 14.9       |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$296.61     | \$221.52   |      |            |
| Mo-Fr 10:00p-10:35p    |               |      |       |       |       |      |              |            |      |            |
| Tonight Show           | :30           | --   | --    | 2     | --    | --   | p3.4         | p4.2       | 1    | \$350.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 6.8          | 8.4        |      | 2          |
| SHR                    |               |      |       |       |       |      | 14.6         | 10.1       |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$102.94     | \$83.33    |      |            |
| Mo-Fr 10:35p-11:37p    |               |      |       |       |       |      |              |            |      |            |
| Tonight Show           | :30           | --   | --    | --    | 2     | --   | p3.4         | p4.2       | 1    | \$100.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 6.8          | 8.4        |      | 2          |
| SHR                    |               |      |       |       |       |      | 14.6         | 10.1       |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$29.41      | \$23.81    |      |            |
| Mo-Fr 10:35p-11:37p    |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 630p        | :30           | --   | 2     | 1     | 2     | 1    | 2.4          | 3.9        | 4    | \$400.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 14.4         | 23.4       |      | 6          |
| SHR                    |               |      |       |       |       |      | 8.6          | 7.7        |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$166.67     | \$102.56   |      |            |
| Mo-Th 6:30p-7:00p      |               |      |       |       |       |      |              |            |      |            |
| My Family Recipe Rocks | :30           | 1    | 1     | 1     | 1     | --   | *1.5         | *1.4       | 4    | \$200.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 6.0          | 5.6        |      | 4          |
| SHR                    |               |      |       |       |       |      | 3.3          | 2.5        |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$133.33     | \$142.86   |      |            |
| Tue 8:30p-9:00p        |               |      |       |       |       |      |              |            |      |            |
| Game Night Live Fri    | :30           | --   | 1     | 1     | 1     | --   | 2.0          | 3.5        | 3    | \$120.00   |
| GRPs/Impressions       |               |      |       |       |       |      | 6.0          | 10.5       |      | 3          |
| SHR                    |               |      |       |       |       |      | 7.5          | 7.4        |      |            |
| CPP/CPM                |               |      |       |       |       |      | \$60.00      | \$34.29    |      |            |
| W,F 6:30p-7:00p        |               |      |       |       |       |      |              |            |      |            |

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| Program Time              | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Wk s | Rate Spots |
|---------------------------|---------------|------|-------|-------|-------|------|--------------|------------|------|------------|
| KSL                       |               |      |       |       |       |      |              |            |      |            |
| Rock Center (New)         | :30           | --   | --    | --    | 1     | --   | p2.0         | p3.1       | 1    | \$400.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 2.0          | 3.1        |      | 1          |
| SHR                       |               |      |       |       |       |      | 5.1          | 5.2        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$200.00     | \$129.03   |      |            |
| Thu 9:00p-10:00p          |               |      |       |       |       |      |              |            |      |            |
| Dateline 8/17-12/30/12    | :30           | --   | --    | --    | 1     | --   | p4.6         | p5.5       | 1    | \$950.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 4.6          | 5.5        |      | 1          |
| SHR                       |               |      |       |       |       |      | 13.3         | 9.9        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$206.52     | \$172.73   |      |            |
| Fri 9:00p-10:00p          |               |      |       |       |       |      |              |            |      |            |
| Saturday Today            | :30           | 1    | 1     | 1     | 1     | --   | p0.3         | p0.7       | 4    | \$15.00    |
| GRPs/Impressions          |               |      |       |       |       |      | 1.2          | 2.8        |      | 4          |
| SHR                       |               |      |       |       |       |      | 13.3         | 4.2        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$50.00      | \$21.43    |      |            |
| Sat 5:00a-7:00a           |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 6p Sat         | :30           | --   | --    | 1     | --    | --   | p2.6         | p3.9       | 1    | \$185.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 2.6          | 3.9        |      | 1          |
| SHR                       |               |      |       |       |       |      | 10.0         | 7.7        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$71.15      | \$47.44    |      |            |
| Sat 6:00p-6:30p           |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 6p Sat         | :30           | --   | --    | --    | 1     | --   | p2.6         | p3.9       | 1    | \$100.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 2.6          | 3.9        |      | 1          |
| SHR                       |               |      |       |       |       |      | 10.0         | 7.7        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$38.46      | \$25.64    |      |            |
| Sat 6:00p-6:30p           |               |      |       |       |       |      |              |            |      |            |
| GNL / SB Sat 630p-7p      | :30           | --   | 1     | 1     | 1     | --   | p0.7         | p1.4       | 3    | \$30.00    |
| GRPs/Impressions          |               |      |       |       |       |      | 2.1          | 4.2        |      | 3          |
| SHR                       |               |      |       |       |       |      | 2.5          | 2.8        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$42.86      | \$21.43    |      |            |
| Sat 6:30p-7:00p           |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 10p Sat        | :30           | --   | 1     | 1     | 1     | --   | p5.1         | p6.8       | 3    | \$550.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 15.3         | 20.4       |      | 3          |
| SHR                       |               |      |       |       |       |      | 15.4         | 12.4       |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$107.84     | \$80.88    |      |            |
| Sat 10:00p-10:35p         |               |      |       |       |       |      |              |            |      |            |
| SportsBeat Saturday       | :30           | --   | --    | 1     | 1     | --   | p2.3         | p3.1       | 2    | \$110.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 4.6          | 6.2        |      | 2          |
| SHR                       |               |      |       |       |       |      | 8.2          | 6.3        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$47.83      | \$35.48    |      |            |
| Sat 10:35p-11:05p         |               |      |       |       |       |      |              |            |      |            |
| KSL Outdoors w/Adam Eakle | :30           | --   | 1     | --    | --    | --   | p1.0         | p1.5       | 1    | \$180.00   |
| GRPs/Impressions          |               |      |       |       |       |      | 1.0          | 1.5        |      | 1          |
| SHR                       |               |      |       |       |       |      | 4.9          | 3.5        |      |            |
| CPP/CPM                   |               |      |       |       |       |      | \$180.00     | \$120.00   |      |            |
| Sat 11:05p-11:30p         |               |      |       |       |       |      |              |            |      |            |

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Proposal ID: 10067  
 Schedule Date: 10/09/2012 - 11/05/2012  
 Spot Length(s): :30  
 Author: Craig Lewis

Acct. Exec: Craig Lewis  
 Phone #: 801-575-5809  
 Email: clewis@ksl.com

Flight Dates: 10/09/2012-11/05/2012

| Program Time               | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Wk s | Rate Spots |
|----------------------------|---------------|------|-------|-------|-------|------|--------------|------------|------|------------|
| KSL                        |               |      |       |       |       |      |              |            |      |            |
| KSL Outdoors w/Adam Eakle  | :30           | --   | --    | 1     | 1     | --   | p1.0         | p1.5       | 2    | \$100.00   |
| GRPs/Impressions           |               |      |       |       |       |      | 2.0          | 3.0        |      | 2          |
| SHR                        |               |      |       |       |       |      | 4.9          | 3.5        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$100.00     | \$66.67    |      |            |
| Sat 11:05p-11:30p          |               |      |       |       |       |      |              |            |      |            |
| GNL (rpt) / SB (rpt)       | :30           | --   | 1     | 1     | 1     | --   | p0.7         | p0.9       | 3    | \$15.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 2.1          | 2.7        |      | 3          |
| SHR                        |               |      |       |       |       |      | 6.2          | 2.8        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$21.43      | \$16.67    |      |            |
| Sat 11:30p-12:00a          |               |      |       |       |       |      |              |            |      |            |
| Sunday Today               | :30           | --   | --    | 1     | 1     | --   | p1.0         | p1.8       | 2    | \$20.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 2.0          | 3.6        |      | 2          |
| SHR                        |               |      |       |       |       |      | 14.0         | 6.8        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$20.00      | \$11.11    |      |            |
| Sun 7:00a-8:00a            |               |      |       |       |       |      |              |            |      |            |
| Sunday Edition             | :30           | --   | 1     | 1     | 1     | --   | p1.6         | p1.7       | 3    | \$40.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 4.8          | 5.1        |      | 3          |
| SHR                        |               |      |       |       |       |      | 10.4         | 5.0        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$25.00      | \$23.53    |      |            |
| Sun 9:00a-9:30a            |               |      |       |       |       |      |              |            |      |            |
| Music & Spoken Word        | :30           | --   | --    | --    | 1     | --   | p4.3         | p4.1       | 1    | \$150.00   |
| GRPs/Impressions           |               |      |       |       |       |      | 4.3          | 4.1        |      | 1          |
| SHR                        |               |      |       |       |       |      | 25.5         | 10.5       |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$34.88      | \$36.59    |      |            |
| Sun 9:30a-10:00a           |               |      |       |       |       |      |              |            |      |            |
| Mormon Times               | :30           | 1    | 1     | 1     | 1     | --   | p2.8         | p2.7       | 4    | \$20.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 11.2         | 10.8       |      | 4          |
| SHR                        |               |      |       |       |       |      | 18.2         | 7.1        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$7.14       | \$7.41     |      |            |
| Sun 10:00a-10:30a          |               |      |       |       |       |      |              |            |      |            |
| History of the Saints      | :30           | 1    | 1     | 1     | 1     | --   | p1.8         | p1.8       | 4    | \$55.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 7.2          | 7.2        |      | 4          |
| SHR                        |               |      |       |       |       |      | 11.6         | 4.5        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$30.56      | \$30.56    |      |            |
| Sun 10:30a-11:00a          |               |      |       |       |       |      |              |            |      |            |
| KSL 5 News 4p Sun          | :30           | --   | 1     | 1     | 1     | --   | p0.9         | p1.6       | 3    | \$50.00    |
| GRPs/Impressions           |               |      |       |       |       |      | 2.7          | 4.8        |      | 3          |
| SHR                        |               |      |       |       |       |      | 4.0          | 3.4        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$55.56      | \$31.25    |      |            |
| Sun 4:00p-4:30p            |               |      |       |       |       |      |              |            |      |            |
| KSL SportsBeat NFL Edition | :30           | --   | --    | --    | 1     | --   | p2.9         | p5.0       | 1    | \$400.00   |
| GRPs/Impressions           |               |      |       |       |       |      | 2.9          | 5.0        |      | 1          |
| SHR                        |               |      |       |       |       |      | 7.6          | 8.5        |      |            |
| CPP/CPM                    |               |      |       |       |       |      | \$137.93     | \$80.00    |      |            |
| Sun 9:30p-10:00p           |               |      |       |       |       |      |              |            |      |            |

Book: Sports and Spe

Note: Asterisk (\*) indicates manual adjustment of estimate.

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# Peter Cooke Option #1

Book: 4Q 2012 ESTIMATE

Proposal ID: 10067  
Schedule Date: 10/09/2012 - 11/05/2012  
Spot Length(s): :30  
Author: Craig Lewis

Acct. Exec: Craig Lewis  
Phone #: 801-575-5809  
Email: clewis@ksl.com

Flight Dates: 10/09/2012-11/05/2012

| Program Time              | SpotLength(s) | OC 9 | OC 15 | OC 22 | OC 29 | NO 5 | DMA P18+ RTG | DMA HH RTG | Wk s    | Rate Spots  |
|---------------------------|---------------|------|-------|-------|-------|------|--------------|------------|---------|-------------|
| KSL                       |               |      |       |       |       |      |              |            |         |             |
| SportsBeat Sunday         | :30           | --   | 1     | 1     | --    | --   | p1.8         | p2.5       | 2       | \$400.00    |
| GRPs/Impressions          |               |      |       |       |       |      | 3.6          | 5.0        |         | 2           |
| SHR                       |               |      |       |       |       |      | 7.6          | 5.8        |         |             |
| CPP/CPM                   |               |      |       |       |       |      | \$222.22     | \$160.00   |         |             |
| Sun 10:35p-11:05p         |               |      |       |       |       |      |              |            |         |             |
| BYU Coaches Show          | :30           | 1    | 1     | 1     | 1     | --   | 1.6          | 3.2        | 4       | \$100.00    |
| GRPs/Impressions          |               |      |       |       |       |      | 6.4          | 12.8       |         | 4           |
| SHR                       |               |      |       |       |       |      | 12.6         | 9.5        |         |             |
| CPP/CPM                   |               |      |       |       |       |      | \$62.50      | \$31.25    |         |             |
| Sun 11:05p-11:35p         |               |      |       |       |       |      |              |            |         |             |
| KSL Outdoors w/Adam Eakle | :30           | 1    | 1     | 1     | 1     | --   | p0.5         | p1.1       | 4       | \$15.00     |
| GRPs/Impressions          |               |      |       |       |       |      | 2.0          | 4.4        |         | 4           |
| SHR                       |               |      |       |       |       |      | 4.9          | 3.5        |         |             |
| CPP/CPM                   |               |      |       |       |       |      | \$30.00      | \$13.64    |         |             |
| Sun 11:30p-12:00a         |               |      |       |       |       |      |              |            |         |             |
| KSL Totals                |               | 8    | 33    | 43    | 49    | 13   |              |            |         | \$30,000.00 |
|                           |               |      |       |       |       |      | GRP/(000)    | 238.2      | 374.3   | Spts: 146   |
|                           |               |      |       |       |       |      | CPP/CPM:     | \$125.94   | \$80.15 |             |
|                           |               |      |       |       |       |      | Reach:       | 79.4       | 91.5    |             |
|                           |               |      |       |       |       |      | Frequency:   | 3.0        | 4.1     |             |

## General Summary ( DMA P18+ D.RTG )

| Name | Spot | Cost        | Grps  | Imp(000) | CPP      | CPM    | Reach | Freq | Eff Reach | Net Reach |  |
|------|------|-------------|-------|----------|----------|--------|-------|------|-----------|-----------|--|
| KSL  | 146  | \$30,000.00 | 238.2 | 4726.9   | \$125.94 | \$6.35 | 79.4  | 3.0  | 47.0      | 1,568,982 |  |

## Multi-Demo Summary ( DMA P18+ D.RTG )

| Demo     | Spot | Cost        | Grps  | Imp(000) | CPP      | CPM    | Reach | Freq | Eff Reach | Net Reach |  |
|----------|------|-------------|-------|----------|----------|--------|-------|------|-----------|-----------|--|
| DMA P18+ | 146  | \$30,000.00 | 238.2 | 4726.9   | \$125.94 | \$6.35 | 79.4  | 3.0  | 47.1      | 1,568,982 |  |
| DMA HH   | 146  | \$30,000.00 | 374.3 | 3485.7   | \$80.15  | \$8.61 | 91.5  | 4.1  | 60.9      | 849,152   |  |

## Week Summary ( DMA P18+ D.RTG )

| Week           | Spot | %   | Cost        | %   | Grps  | %   | Imp(000) | CPP      | CPM    | Reach | Freq | Acc Reach | Acc Freq |
|----------------|------|-----|-------------|-----|-------|-----|----------|----------|--------|-------|------|-----------|----------|
| 10/09/2012     | 8    | 5   | \$735.00    | 2   | 10.1  | 4   | 204.0    | \$72.77  | \$3.60 | 6.4   | 1.6  | 6.4       | 1.6      |
| 10/15/2012     | 33   | 23  | \$4,605.00  | 15  | 45.0  | 19  | 892.6    | \$102.33 | \$5.16 | 24.9  | 1.8  | 28.1      | 2.0      |
| 10/22/2012     | 43   | 29  | \$9,275.00  | 31  | 69.8  | 29  | 1383.4   | \$132.88 | \$6.70 | 37.4  | 1.9  | 53.7      | 2.3      |
| 10/29/2012     | 49   | 34  | \$11,195.00 | 37  | 91.8  | 39  | 1821.6   | \$121.95 | \$6.15 | 47.6  | 1.9  | 75.7      | 2.9      |
| 11/05/2012     | 13   | 9   | \$4,190.00  | 14  | 21.5  | 9   | 425.3    | \$194.88 | \$9.85 | 13.3  | 1.6  | 79.4      | 3.0      |
| Total DMA P18+ | 146  | 100 | \$30,000.00 | 100 | 238.2 | 100 | 4726.9   | \$125.94 | \$6.35 | 79.4  | 3.0  | 0.0       | 0.0      |

Note: Asterisk (\*) indicates manual adjustment of estimate.

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